Submission Guidelines for Bunting Graphics

To achieve consistent high-quality output, the following guidelines have been created to help prepare your graphics files for production at Bunting Graphics. By following these guidelines, you will significantly reduce the chance of costly and unanticipated modifications, and your job will ultimately look better.

The guidelines cover two specific products under the UniGuide Sign System: wayside exhibits and VIS (Visitor Information System) signs.

Supported Software and Formats

Adobe InDesign   **Adobe Photoshop**   **Adobe Illustrator**   **Macromedia FreeHand MX**

Adobe InDesign is the official NPS desktop publishing software for creating wayside exhibits and VIS signs. Layout Grids are only available in InDesign and offer the best solution for compatibility, consistency, and accuracy. They are sized to the proper dimension, include margin and bleed guides, and include style sheets for accessible typography using NPS Rawlinson and Adobe Frutiger. Grids are available from HFC and are Mac/PC compatible.

When using InDesign keep these points in mind:

• Do not embed your graphics in InDesign. By default, graphics placed in InDesign are linked—only references to the original graphics are stored.

• Final graphics should be placed at 100%. Use InDesign to determine your graphics' final size, but always size your final graphics in their source application such as Adobe Photoshop or Adobe Illustrator. If you have to resize your graphics in InDesign, limit the scaling to 130%.

• Stray text boxes and pictures which may be residing on the pasteboard of your document should be deleted from the file. Be sure to check your files for extraneous elements not placed on the actual panel. Stray items can cause PostScript errors and printing difficulties. Colors not used in your document should be eliminated from the color palette. Extra pages which may be left over from the layout process should be deleted from the files. Avoid making several copies of the same color in a file with identical names.

Adobe Photoshop should be used for all raster graphics (all photos and most artwork). Files should be submitted in the PSD or TIFF format and in RGB or grayscale colorspace. If images are only available in CMYK, do not convert them to RGB. Create type only in Adobe InDesign, Adobe Illustrator or Macromedia Freehand. For additional information on resolution requirements, download the HFC document entitled "Digital Photo Standards" at http://www.nps.gov/hfc/pdf/digital-photo-standards.pdf.

Adobe Illustrator is the standard software for all NPS maps, logos and other vector graphics. Use Illustrator's native AI format and CMYK color space for best results.

Macromedia Freehand is primarily used for custom NPS sign applications. It is similar to Adobe Illustrator and should be used in the same manner.

Unsupported Software and Formats

Microsoft (Word, Powerpoint, Publisher, PhotoDraw), Quark Passport and Corel Word Perfect are not supported. These programs are not designed to work with high-end printing workflows. Files submitted in these formats will require significant time and expense to convert into acceptable formats. These programs may be used to show intent or a concept but should not be used to create final production-ready files.

QuarkXpress and Adobe Pagemaker are not recommended. As stated earlier, layout grids are only available in Adobe InDesign.

Web graphic formats, including JPG, PNG, BMP and GIF, are not supported. These formats are designed for onscreen viewing and do not support high-resolution output. Many digital cameras and online stock photography services provide images in JPG format. Convert these images to TIFF or PSD format before placing into InDesign.

Color Management

To achieve consistent and reliable color, enable color management in all Adobe applications. Access the color settings menu option and select "U.S. Prepress Default."All graphics should include embedded color profiles. For information on color management download the HFC document entitled "Color Management for HFC Designers & Cartographers" at http://www.nps.gov/hfc/pdf/color-management.pdf.

Packaging Your Digital Files

All files should be submitted on CD or DVD and should include the following: all InDesign layouts, all linked graphics including all master layered photoshop files, and all fonts, including those used in Adobe Illustrator or Macromedia Freehand

Use the following checklist before your job is packaged:

❏ All my images are linked and accounted for.
❏ I have included a ½ -inch bleed on all full background graphics.
❏ All images are in PSD or TIFF format.
❏ All vector graphics (Adobe Illustrator/Macromedia Freehand) are in AI or PDF format.
❏ All unused pages and unused custom colors have been deleted.
❏ All extraneous elements (unwanted text boxes, objects outside the panel area, unused layers) have been deleted.
❏ All graphics are scaled to 100% in InDesign.
❏ All fonts are included.

Include a cover sheet that lists your job name, task order, and/or Bunting order number. Also include a description of the contents of your CD or DVD as well as the exhibit or sign numbers and any special graphic notes. You should also incorporate, if possible, 8.5x11 or preferably 11x17 color proofs of each exhibit or sign.

Send your package to:
Bunting Graphics, Inc.
20 River Road
Verona, Pa 15147
412 820-2200

On the web at buntinggraphics.com